

## **Spring Term Enrollment Update**

Spring 2016 credit hour total at census: 97,317

As of this morning: 94,190, -2,591, -2.7% behind year-to-date

Fall 2016 was -3.4% relative to Fall 2015

-3.4% would project to 94,008, we are currently 182 credit hours ahead of that target

I am projecting an additional 550 net credit hours between today and census on Friday

That would place us at 94,740, or -2.6% relative to spring 2016, or ~\$200,000 ahead of the -3.4% projection.

### **Current Status by College**

COAS -4.9%

DSB -0.2%

EPP +3.5% (ahead of last year's census)

ETCS -0.9%

HHS +3.6% (ahead of last year's census)

VPA -5.7%

## **Spring Admissions Update**

Total non-dual credit admissions: 792, +12.0%

Direct from HS: 103, +15.7%

Total Transfers: 333, +16.0%

Re-entry: 178, -11.0%

## **Fall Admissions Update**

Joined the Common App, implemented a CRM, significant improvement in collaboration between Admissions, SST, and the Academic Units.

Currently:

3,959 applications, 44% ahead of the end of January 2016, a total not achieved until June in previous years.

As of Friday:

2,713 admitted students for Fall 2017. +59.1% ahead of year-to-date. Due to holiday and press for spring term admissions, no fall applications have been processed since December 22. This week will see a big push by admissions to return to Fall applications.

## Goals for Fall 2017

Goals	Adult	High School	Re-Admit	Re-Entry	Transfers	Total
Admissions	125	3600	75	400	800	5000
Matriculants	87	1800	52	272	560	2771
Yield Rate	70%	50%	50%	68%	70%	55%

## Action Steps

Common App

CRM

Refreshed all digital and broadcast marketing content after 4 years of static messaging

Eliminated TV marketing

Modification of marketing plan

- Primary market FT Wayne

- Secondary South Bend/Elkhart

- Tertiary US 30 corridor to Plymouth, US 24 corridor to Logansport, I-69 South to Muncie, Ohio

- Reciprocity Counties

- Actively managed and weekly optimized digital media

- Change in marketing from Fall to Spring

Revision of recruiter territory system, detailed recruiting goals

Established Adult student recruiting liaison

Increase international student matriculants through:

- Enrollment targets by nation

- Improve hand-off of Purdue re-directs

- A&R day for International students

- Online or self-placement for international students

## What Can the Senate Do?

Establish mandatory mid-term grades for first year students

Reconsider the quality and value of the current general education program

Recognize that student success (reducing stop out, degree completion) will continue to be key metrics in resource allocation decisions at department and college level

Continue to review and reconsider admissions, probation/dismissal, and readmission policies and their impact on enrollment.